

Pengaruh User-Generated Content Ulasan Makanan di TikTok terhadap Niat Pembelian Konsumen: Peran Social Proof Theory dan Perceived Credibility = The Influence of TikTok User-Generated Content Food Reviews on Consumer Purchase Intentions: The Role of Social Proof Theory and Perceived Credibility

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Abstrak

Penelitian ilmiah makin banyak dilakukan terhadap user-generated content (UGC), khususnya terhadap platform media sosial TikTok. Salah satu kategori konten populer di TikTok merupakan konten ulasan makanan. Konsumen makin bergantung pada opini dan pengalaman nyata konsumen lain sebelum memutuskan suatu pembelian. Studi ini bertujuan untuk mengidentifikasi pengaruh user-generated content ulasan makanan di TikTok terhadap niat pembelian konsumen. Jurnal makalah ini berbasis tinjauan literatur yang didasarkan pada Social Proof theory dan perceived credibility. Peneliti menemukan beberapa faktor UGC yang dapat memengaruhi niat pembelian, seperti tiga karakteristik UGC ulasan makanan di TikTok (visual appeal, autentisitas, engagement), persepsi kredibilitas dari UGC terhadap niat pembelian, peran visual dan interaktivitas dalam kredibilitas ulasan makanan, serta aktivitas dan interaksi pengguna terhadap UGC yang secara kolektif memperkuat social proof, hingga akhirnya meningkatkan niat pembelian konsumen. Temuan menunjukkan bahwa karakteristik UGC ulasan makanan di TikTok menjadi bukti sosial dan memengaruhi persepsi kredibilitas yang berpengaruh secara positif terhadap niat pembelian konsumen. Studi selanjutnya disarankan untuk mendalami perspektif, konsep-teori, dan fokus lain dalam mengkaji user-generated content terhadap variabel lain.

.....Scientific research is increasingly being conducted on user-generated content (UGC), especially on the TikTok social media platform. One of TikTok's popular content categories is food review content. Consumers increasingly rely on the opinions and real experiences of other consumers before deciding on a purchase. This study aims to identify the influence of user-generated food review content on TikTok on consumer purchase intentions. This paper journal is based on a literature review that is based on Social Proof theory and perceived credibility. Researchers found several UGC factors that can influence purchase intentions, such as three characteristics of UGC food reviews on TikTok (visual appeal, authenticity, engagement), perceived credibility of UGC on purchase intentions, the role of visuals and interactivity in the credibility of food reviews, and user activity and interaction with UGC that collectively strengthen social proof, ultimately increasing consumer purchase intentions. The findings show that the characteristics of UGC food reviews on TikTok serve as social proof and influence perceived credibility which has a positive effect on consumer purchase intentions. Further studies are suggested to explore other perspectives, concepts-theories, and focus on examining user-generated content against other variables.